

Business Matters

Volume 3, Issue 3

Seminole County Public Library System

July 2007

Business Plans ...

discover the importance of creating a blueprint for your business success

In previous issues of this newsletter we've been methodically dissecting the critical components required of a sound business plan. We reviewed the Executive Summary, Company Description, Owner/Management, sections. Sections that remain are Operations, Financial Plan, and Marketing Plan.



In this issue, we examine the Operations section of the business plan. This is where you get to discuss how you plan to create, service, or deliver whatever product and/or services that you are promising to offer.

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Find More Customers, Increase Business using...



With this comprehensive business directory database, ReferenceUSA, the odds of discovering more customers increase dramatically. More customers...more business growth.

The ReferenceUSA directory database contains 14 million U.S. businesses and 210 million residential listings. Search this online directory with your hand-picked criteria. Your customized search results will deliver a target market list* for your business.

Here are examples of how some of our Library business customers have used this indispensable resource:

1. A local bank branch looking for potential customers in their neighborhood conducts a ReferenceUSA search to obtain a list* of residences within a half mile of their location. The listing provides names, addresses and gives estimated household income.

2. A bookkeeping firm specializing in very small and brand new businesses searches ReferenceUSA for startups (less than one year in business) and home-based businesses in Seminole County. The list* provides a contact name, address, phone number, and more.

ReferenceUSA continued on page 2

Think about your staffing requirements, specific tasks involved, and the physical resources or tools required for production. Describe each job description in detail. Will workers be compensated by hour, week, month, years, or possibly per piece completed? Not having a tight grasp of your labor factor have been the nail in the coffin of many small businesses. Provide a timeframe for hiring your staff. Discuss skill sets and specialized training required of you and your work team.

If you're one of those who have a better way of producing or servicing an item, such as trade secrets in the form of grandma's closely guarded recipes that you plan to use in your new barbecue sauce, or perhaps patents that you developed and own that should yield a technological advantage, this is the place to elaborate. Trades secrets by definition are "secret" so discussing in broad terms is fine, but avoid listing the full blown version in detail.

In future issues, we explore Finance and Marketing – the two remaining sections of the business plan.

Robert Goetz
Manager, Small Business Development Center at
Seminole Community College
For more information, click
<http://sbdc.scc-fl.edu>

**Business Plan Pro
Edition 2007 Software
Now Available
at a Library Branch Near You!**

Business Plan Pro 2007 takes you step-by-step through writing your business plan in a bank friendly format. It provides access to 500 sample business plans.

Ask at the Information Desk to set up an appointment to use a library PC with Business Plan Pro 2007 software.
www.bplans.com

3. A retail uniform store uses ReferenceUSA to find dentists' offices with 5 – 19 employees in specific zip codes. The store plans to market the newest uniform styles by arranging coffee break fashion shows at the dental clinic locations. Their list* gives them contact information as well as maps and location photos.

Ways to create a Custom Search on ReferenceUSA:

Company Name, Executive Name

Yellow Page Heading, SIC Code

Address, County, State, ZIP

Phone Number (reverse look-up)

Size by Employees or Revenue

Public Company

Home-based Business

Year Established

Foreign Parent

Headquarters

Square Footage

Ticker Symbol

*Prints and Downloads of the results are limited.

Go to Business Matters, Business Databases.

www.seminolecountyfl.gov/library/business

ReferenceUSA



Fall 2007 Calendar of Events

[*Register Online](#)

September 4 **Business Startup 101***
Northwest Branch – Lake Mary
6:30 – 8:30 pm

September 20 **Book an Expert**
Central Branch – Casselberry, 6:45 pm – 8:00 pm
Topic: Practical Marketing Strategies & Tactics
Book: any Guerrilla Marketing books by Levinson

September 25 **Business Plans 101***
Northwest Branch – Lake Mary
6:30 – 8:30 pm

October 12 **Business Startup 101***
East Branch – Oviedo
2:00 – 4:00 pm

October 19 **Business Plans 101***
East Branch – Oviedo
2:00 – 4:00 pm

November 16 **Business Startup 101***
Central Branch – Casselberry
2:00 – 4:00 pm

November 30 **Business Plans 101***
Central Branch – Casselberry
2:00 – 4:00 pm

You are invited to our business book club, Book an Expert!



Don't miss the next meeting, September 20th!

Networking- 6:45 pm, Discussion-7:00-8:00 pm
Central Branch Library, Conference Room#1

Topic: Practical Marketing Strategies & Tactics

Featured book: Guerrilla marketing books, various titles by Jay Conrad Levinson

For more information, call 407.665.1503.
A Joint Venture of the Library & the SBDC at SCC.

Seminole County Public Library System

Monday – Thursday, 9:00 am - 9:00 pm
Friday – Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

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